

# Making progress on the 10 POINT PLAN



**Mayor Denny Doyle** has identified his top priorities with the **10 Point Plan**. It represents solid, meaningful steps that we can take to achieve the Beaverton Community Vision. In particular, a key component is the development of the Beaverton Civic Plan, a set of long-term strategies to achieve City goals identified through the community vision. The City is committed to moving forward on these initiatives. We are honored to report to you our progress.

## #1 LOCAL INVESTMENT

**Target:** Small business lending programs for expanding businesses, as well as placing a portion of our investment portfolio into local banks.

**Progress:** The City launched a **new initiative** to place a portion of our investment portfolio in local banks. To that end, the City has deposited **\$240,000** in each of eight **local** institutions for a total of **\$1.92 Million**. In addition, two of those banks accepted collateralized public deposits totaling **\$5.25 Million**, for a grand total of **\$7.17 Million** deposited with local institutions. By partnering with local banks, we can make City resources available to support **community reinvestment** efforts. In addition, the City unveiled a new **Small Business Incentive Program**, which waives certain fees for qualifying new or expanding businesses.

## #2 SUSTAINABILITY

**Target:** Taking measurable strides in sustainability by exploring a solar power program for residents, implementing stimulus grants for energy conservation, taking a greenhouse gas inventory and putting a cohesive action plan in place.

**Progress:** Beaverton was named a "**Smarter City**" by the Natural Resources Defense Council, joining 21 other cities throughout the United States. We earned the award because of our leadership in promoting energy conservation and renewable energy. The City has begun **new projects** such as **Solar Beaverton**, a residential solar power program, and **Hope 4 Homes**, a home weatherization loan program. Other accomplishments include utilizing federal stimulus funds to **improve energy efficiency** of city facilities and streetlights, and completing a **green house gas inventory** of city operations. Visit the [www.beavertonoregon.gov/departments/green/site](http://www.beavertonoregon.gov/departments/green/site) for updates.

## #3 BUSINESS FUNDING

**Target:** Creation of a new line item in the budget for helping local business grow through workforce development.

**Progress:** For the second year in a row, our budget dedicates dollars specifically for private sector workforce training. We are leveraging those funds to support local training tied to job creation. One example is our partnership with the state on the IBM expansion that is expected to bring **510 new jobs**.

## #4 THE ROUND/REDEVELOPMENT



**Target:** Master plan in place for the entire area.

**Progress:** The City has hired a **master developer** to help craft a master plan for the Round / Central District. Work is in progress and a final plan is expected to be completed in the summer of 2011.

It is anticipated the developer will consider the recently completed **Civic Plan** to help formulate concepts for the area. In addition, an **Urban Renewal Plan** has been finalized, with the help and guidance of its service district partners, including Beaverton School District, Tualatin Valley Fire & Rescue, Tualatin Hills Park and Recreation District, Washington County, and community representatives and business members.

## #5 MICRO/EMERGING BUSINESS LENDING



**Target:** Collaborative emerging business lending strategy to develop funds for local businesses to capitalize, grow, keep and create jobs.

**Progress:** The City continues to partner with Mercy Corps Northwest to provide support to Beaverton businesses. More than \$175,000 has been set aside in the 2012 budget for loans and technical assistance to emerging businesses. Small and emerging businesses are eligible to apply for loans ranging from \$500 to \$50,000. In addition, entrepreneurs can access seminars, business foundations courses and matched savings programs through Mercy Corps Northwest. These programs are designed to assist low and moderate income persons increase economic self-sufficiency and are administered by the Community Development Department's Community Development Block Grant Program.

## #6 FEDERAL AND STATE FUNDING



**Target:** Retain experts in state and federal governmental affairs to proactively pursue federal funding.

**Progress:** Federal and state governmental affairs firms have been retained by the City to assist in seeking funds for projects that have been deemed important to our community. New opportunities are emerging to raise the profile of **Beaverton** at the state and federal level—and the City's staff is actively pursuing grant opportunities for Beaverton projects. During 2010-11, two federal New Market Tax Credit areas were qualified to provide equity funding for large-scale projects and a "targeted employment area" for the federal "EB-5" foreign investment program.

## #7 BEAVERTON COMMUNITY VISION/CIVIC PLAN



**Target:** Finalize the Beaverton Community Vision Action Plan and develop the Beaverton Civic Plan to put many of the community ideas into action.

**Progress:** The **Beaverton Community Vision** Action Plan was **adopted** by the City Council in September 2010. **Community partners** are currently being **recruited** to sponsor the 118 actions. The City's **Civic Plan** was adopted by City Council in April 2011—it is the basis for an up-date of the comprehensive plan which will manage the City's physical development. For updates on the **Beaverton Community Vision**, visit [www.beavertonoregon.gov/departments/visioning/](http://www.beavertonoregon.gov/departments/visioning/). To learn more about the **Civic Plan**, visit [www.beavertoncivicplan.com/](http://www.beavertoncivicplan.com/).

## #8 LAND ACQUISITION



**Target:** Acquire land for consolidation of civic facilities.

**Progress:** The City Council allocated **\$520,000** toward Capital development in this budget. Through the work identified in the Civic Plan, the City, in partnership with volunteers on advisory committees, is evaluating options for expanding our capacity to meet civic needs. In 2011, the City will assemble and acquire one city block for the development of workforce housing and is negotiating with several other landowners to acquire land for a downtown parking structure and possible multi-use facility for a range of non-profit, cultural and arts facilities.

## #9 MARKETING & BRANDING



**Target:** Rebranding Beaverton to better reflect our community.

**Progress:** Volunteers, staff, and brand development experts have worked together to answer the questions: What makes Beaverton unique? And how do we best present that image to the world? The community has responded with feedback every step of the way. In December 2010, the City unveiled its new city logo and tagline: **"Beaverton: The Best of Oregon."** Five key attributes were identified to help tell Beaverton's story: Beaverton is a **Welcoming, Friendly, Responsible, Vibrant** and **Athletic** community.

## #10 PROPERTY TAXES



**Target:** Submit a budget without an increase to the millage rate.

**Progress:** The City delivered on this pledge. For the **second year in a row**, the proposed **tax rate** for residents **remained unchanged** at \$4.20 per thousand in the 2010-11 budget approved by the Beaverton City Council on June 21, 2010. The City is currently preparing its latest budget document and Mayor Doyle is proposing a reduction of 5 cents per \$1000 in the City of Beaverton property tax rate.